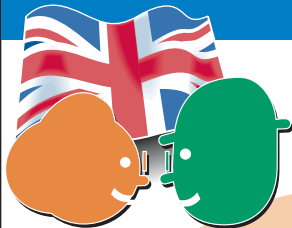
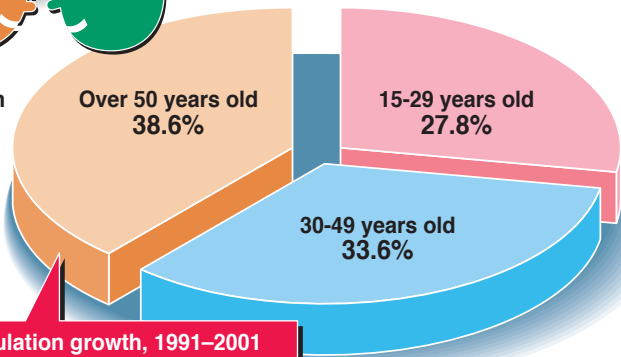


Baby-boomers reach 'Third age'

According to a new Mintel report, the population aged over 50 years is expected to rise by nine per cent by 2001. The most dramatic change will affect the post-war 'baby-boomers' – the early 50s age range – set to increase by 31%

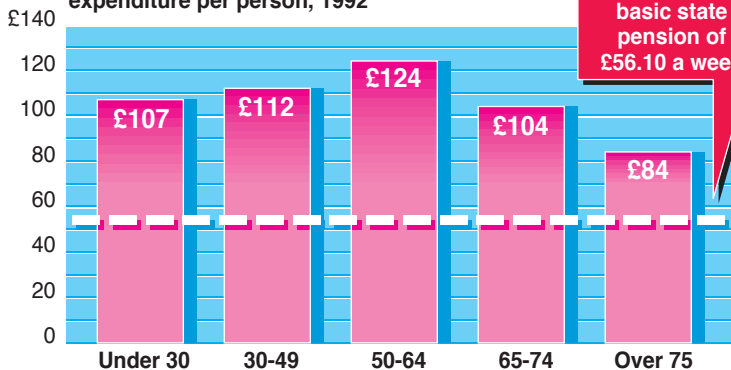


UK adult
population
1991



Population growth, 1991–2001
Total UK population UP 4%
Age 50–54 years UP 31%

Average weekly
expenditure per person, 1992



One in ten
pensioners
depends on the
basic state
pension of
£56.10 a week